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Strategy® Software Executive Overview

Haemoscope Corp has designed an Internet-based software program called Strategy® to provide answers to medical professionals such as anesthesiologists, surgeons, hematologists, coagulation laboratory personnel, pathologists, general practitioners, nurses or any other medical staff who need instantaneous answers to critical patient hemostasis issues such as hemorrhage (bleeding) or thrombosis (clotting). These issues typically arise during surgery or other invasive procedures such as cardiac catheterization or angioplasty, in trauma situations such as gunshot or knife wounds in the ER, in obstetrics, and in intensive care environments, among a long list of others.

Product description

The Strategy® software is an interactive, on-line, Internet-based tool. Subscribers would log in with passwords to gain access to the software. Using a combination of internal

information (knowledge base) and user-provided data, the program immediately returns an interpretation of the patient's hemostasis condition by way of a suggested diagnosis along with one or more recommendations for treatment. This information is retained by the system so that a progressive condition status can be obtained.

The Strategy® software uses two major sources of data to provide its answers:

- a knowledge base that contains the rules for diagnosing
- relevant patient information.

The knowledge base developed by Haemoscope Corporation consists of therapy models comprised of diagnosis/treatment/rule sets that have been developed by Haemoscope Corporation as well as others published by experts in hematology, surgery, etc., in international well-respected professional journals or presented at specialized professional conferences. The Strategy® software accepts information regarding a patient's condition and test results either directly from the user's computer by way of an automatic upload or by typing required data into an on-line data form.

Using this patient information together with the knowledge base, the software proceeds to suggest one or more likely diagnoses. For example, having uploaded the patient information, the software may suggest that a particular dosage of drug or blood products be administered.

Market implications

Need for product

Any complicated surgical procedure, spontaneous bleeding or clotting, hemostasis dysfunction, or accidental or inflicted injury leaves the patient vulnerable to serious, yet

avoidable, complications such as acute myocardial infarct, stroke, and deviant thrombosis, or hemorrhage. Typically, in such cases, the patient is monitored through various blood tests and the data needed to avoid complications is available. The Strategy® program is a software-assisted diagnostic tool available at a moment's notice that lets any medical staffer anywhere in the world tap into the collective brain of experts in the field 24 hours a day simply by accessing the software. For example, an operating room nurse during surgery in a hospital in Rome could log on, provide the patient data, and receive a suggested diagnosis and treatment recommendation from the software, and communicate it to the surgeon without ever leaving the operating room.

Benefits of product

A myriad set of benefits are derived from the Strategy® software. The most obvious is to the patient, who can be literally in a life or death situation caused by excessive bleeding or clotting. By obtaining immediate and expert advice on diagnosis and treatment, the caretakers can avoid further patient risk and deadly complications due to hemostasis instability.

Further benefit also accrues to the hospital, outpatient clinic, physician suite, nursing home, or other remote caregiving site, because costs can be reduced and better controlled when delivering proper, immediate treatment by eliminating or reducing unnecessary use of personnel, facilities, and blood products, while improving patient care. Use of a tool like Strategy® provides virtual, on-call expert hemostasis advice at a lower cost and greater availability.

Immediate market

A ready market is present in the current Haemoscope Corporation customer base. We anticipate that "a majority" of current customers would subscribe to the Strategy® software service, based on the incoming consulting calls.

Potential market

In the US alone, approximately _____ individuals are involved in the types of procedures (surgery, catheterizations, obstetrics, trauma care, etc.) that warrant monitoring and management of patient hemostasis. Extending this to the international level, the number grows to approximately _____, generating a projected _____ hits to the web site on an annual basis.

The market can also be broader by using Strategy® as a teaching tool; for example, in medical schools to train medical students in hemostasis or in post-doctoral programs to prepare for certification board exams.

Growth of market

Future growth of the market can be achieved by expanding services through developing related software that piggybacks with Strategy®, such as modules that _____ or by computerizing/building knowledge bases in related areas.

Credentials

Haemoscope Corporation is the only company world-wide that manufactures and distributes the TEG® analyzer and is recognized worldwide as the sole expert in TEG® technology. It maintains a wide customer base in the US, Europe, and the Far East, and counts many leading research and training institutions among its customers.

Haemoscope Corporation has been in the marketplace since 1980, providing sales, support, research, and development of protocols, equipment and supplies for the measurement of patient hemostasis, such as the TEG® blood coagulation analyzer, TEG® Analytical Software, and testing supplies. Its broad, international customer base attests to the respected market position it holds. The use of Haemoscope Corporation's products and research protocols has been described in thousands of professional journal articles and conferences, and demonstrates savings in lives and cost.

Haemoscope Corporation has developed its own software product, TEG® Analytical Software, to deliver a comprehensive hemostasis profile through TEG® analysis.

The combination of expertise in the understanding of hemostasis, in successful marketing and support of the blood coagulation analyzer, in software development, and in research and development of new products, provides a strong basis for success in this endeavor.

Strategy® -- An extendable software system

The knowledge base that is an integral part of the Strategy® software is an open, extendable system that allows experts to enhance the knowledge base by adding their own therapy models, and provides the option of making their information public or keeping it for private use, based on password protection. For example, a thoracic surgeon specializing in liver transplantation or cardiac surgery who well knows that certain hematology and blood chemistry results and patient parameters indicate certain adverse conditions can suggest a diagnosis and recommendations for further tests or treatment based on these results. He can enter his rules and then has the option of

locking out other users from using his model by password protecting it, or can allow other users to have access. In this way, experts can develop what could be considered a mini-system for their own colleagues or students, expanding the use of the system even more.

Summary

Strategy® is an open, extendable diagnostic system that would be available to any medical user with access to the Internet. It would also provide the platform for any expert worldwide to incorporate his specialized knowledge of hemostasis.

Strategy® is an open system that can become a repository for the collective knowledge of experts worldwide in the diagnosis and treatment of patients in peril of hemostatic defects, and available to anyone, anywhere, anytime, instantaneously with a few keystrokes.